



COUNTY OF LOS ANGELES

CHIEF INFORMATION OFFICE

500 West Temple Street
493 Kenneth Hahn Hall of Administration
Los Angeles, CA 90012

JON W. FULLINWIDER
CHIEF INFORMATION OFFICER

Telephone: (213) 974-2008
Facsimile: (213) 633-4733

October 31, 2006

The Honorable Board of Supervisors
County of Los Angeles
500 West Temple Street
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Dear Supervisors:

**RECOMMENDATION TO ADOPT LACOUNTY.GOV AS THE SINGLE CONSISTENT
COUNTY DOMAIN NAME AND AUTHORIZE THE CHIEF INFORMATION OFFICER
TO IMPLEMENT LACOUNTY.GOV ACROSS COUNTY DEPARTMENTS
(All Districts – 3 Votes)**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the adoption of *lacounty.gov* as the single consistent County domain name for e-mail and websites.
2. Direct the Chief Information Officer (CIO) to coordinate the implementation of the standard domain name across County departments within six months, while allowing departments to retain aliases as they transition to *lacounty.gov*.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On September 28, 2006, the CIO, in response to a Board motion, submitted a memorandum that proposed standardizing on *lacounty.gov* as a domain name for all County e-mail addresses and websites. By approving this action, your Board will formally adopt *lacounty.gov* as the County's domain name standard and direct the CIO to coordinate its implementation.

To date, 28 County departments and commissions have either transitioned to *lacounty.gov* or have established it as their e-mail domain alias, while the remaining departments are considering similar action. Adopting the *lacounty.gov* as the County domain has several advantages to our constituents and stakeholders, including:

- The .gov domain has become the recognizable Internet designation for U.S. government entities, thereby making it more searchable and easier to remember.
- The use of *lacounty.gov* is registered for the exclusive use of the County and departments do not have to individually register their domain names since the CIO has the authority to designate and control its use.
- Using a single consistent domain name for e-mail and websites promotes a single branding identity and a more coherent Internet presence for the County. This will provide the public with a more streamlined access to County websites and online services.

Upon Board approval of this recommendation, the CIO will work with the eGovernment Advisory Committee (comprised of participants from 19 departments) and departmental information technology managers to coordinate the implementation of the *lacounty.gov* domain name.

Implementation of Strategic Plan Goals

This initiative supports the County's Strategic Goal 1 – *Service Excellence*, to provide the public with easy access to quality information and services that are both beneficial and responsive. This initiative is also consistent with Goal 3 – *Organizational Effectiveness*, by ensuring that service delivery systems are efficient, effective and goal-oriented.

FISCAL IMPACT/FINANCING

There is a minimal annual fee of \$125 for registering *lacounty.gov* with the GSA and minimal cost savings from departments as they transition to *lacounty.gov* and retire their previous domain name registrations.

FACTS AND PROVISIONAL LEGAL REQUIREMENTS

None.

CONTRACTING PROCESS

Not applicable.

IMPACT ON CURRENT SERVICES/PROJECTS

The proposed approach for implementing *lacounty.gov* will have minimal to no impact on department operations through the use of domain name aliases, which will allow both the old and new domain names to be used interchangeably until the department fully transitions to *lacounty.gov*. Recognizing that certain departments have established specialized domain names for public awareness website (e.g., *lavote.net*, *888cleanla.org*, and *businessrecycling.org*, etc.), we recommend the continued use of these aliases.

CONCLUSION

Your Board's approval of the recommended actions will designate *lacounty.gov* as the single consistent County domain name for e-mail and websites. My office will continue to work with the eGovernment Advisory Body and department IT managers to implement the new standard across County departments.

Respectfully submitted,



JON W. FULLINWIDER
Chief Information Officer

JWF:PL:ygd

c: Department Heads